

Corner Store TV*A Cornerstone Digital Network*

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MAY 30 2006

FCC - MAILROOM

May 26, 2006

Commission's Secretary
Office of the Secretary
Federal Communications Commission
Washington, DC 20002

Attention: CGB Room 3-B431

RE: Exemption to Closed Captioning Requirements for CornerStoreTV's Twin Cities Home Showcase.

To Whom It May Concern at the Federal Communications Commission,

The CornerStoreTV Twin Cities Home Showcase show is a 30 minute, multimedia, real estate TV advertisement that is made up of individual 15 to 30 second real estate property advertising spots. The show was created in this multimedia format to provide realtors with an economical way to advertise their homes for sale on television. The individual 15 to 30 second advertising spots are comprised of a realtor's picture, name, agency, logo, phone number, property ID number, with 4 property pictures that rotate, and some general property information in text form onscreen, with background music that does not contain words, and a voice-over which integrates 80-85% of the text that is displayed onscreen for every property spot.

In an effort to supplement the information for the television viewers, all real estate/property advertising spots are listed on our web-site at www.CStvHomes.com with the information contained in the television ad, and additional information with a link to each realtor's web site. Our CStvHomes web-site is listed onscreen through the show.

We produced this program for airing in the Twin Cities television market as a prototype multimedia advertising vehicle that will allow realtor's the opportunity to advertise on television, and since CornerStoreTV has utilized all their current resources, i.e.; employees and equipment to build and produce the show, we are able to offer these individual advertisements at an affordable cost. This program was specifically designed to meet the low-cost television advertising need in the market, and if we are required to undertake the expense of adding closed captioning, the show may not be financially feasible to produce. We believe that would be a disservice to the local realtor's and

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television viewers. Furthermore, the show is produced in a multimedia media format, consisting of onscreen text and pictures, and television viewers can follow the show with or without the property voice-overs, and if any television viewer wants more information, they can visit our web-site. Additionally, since text appears onscreen through each 15 to 30 second advertisement, simultaneous close captioning may be confusing to the television viewers.

For these reasons we respectfully request an exemption from the FCC closed captioning requirements for our CornerStoreTV Twin Cities Home Showcase show. The text and the pictures communicate the relevant information contained in the program, and we believe that should constitute a reasonable substitute for the FCC's closed captioning requirements.

Attached is a sample of a 15 second property ad (onscreen picture) to provide a visual resource when determining our request for a closed caption exemption. If you have any questions or require additional information, please contact us.

Thank you for your consideration,

Sincerely,

William Howard
CornerStoreTV



Beverly Martin

**Property# 1503
Eden Prairie, MN
Price: \$539,900**

**COLDWELL
BANKER
BURNET**

**612-518-8657
www.CStvHomes.com**

Hennepin County

**Home
case**